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Grow Peaches for Profit

A Big Opportunity to Supply Home Markets. One Acre Will Pay You More Than Ten Acres of Farm Crops.

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U. S. Department of Agriculture.



A box of Hottes Elberta, the best peach to plant for profit.

An Opportunity Neglected

When good peach orchards are netting from \$250 to \$300 an acre every favorable year (many orchards are paying more) we wonder why so many farmers continue to keep every acre in grain and hay. Don't imagine because a few trees in your back yard, or a neighbor's neglected orchard, haven't paid very well, that there isn't money in it. Not every year brings a full crop, but profits are so big that one can well afford to miss an occasional season.

With a suitable location, proper spraying, pruning, thinning and orchard care, it's a quick money crop. You're going to miss some good big profits if you don't put a peach orchard to work for you this year.

Peaches Succeed Nearly Everywhere

Peaches thrive and pay where many other fruits are not successful. On nearly every farm there are several acres of unused land that could be profitably set to peaches. Clay hillsides, sandy soils, thin lands—land that is too weak to produce corn or alfalfa will grow excellent peaches. Most any soil will do so long as it is well drained. Peaches can't succeed with wet feet.

Smallest Investment—Quickest Returns

You can start and care for a peach orchard for less money than any other kind of fruit. Moncrief Pedigreed Peach Trees can be bought as low as \$7.00 per hundred—less than \$10.00 an acre. You don't have to wait five or ten years for your profit. Hottes Elberta and Japan Dream pay the second or third year. Nearly every variety will bring you a profitable crop not later than the fourth year. Moncrief Peach Trees pay quick because they're bred from young bearers.

If You Live on a Farm

Plant from one to ten acres to supply the home market, and the demand of nearby towns. It's astonishing how many communities are without good home grown peaches. For this market you want the high quality sorts—peaches that are good to eat—good to can—fruit with size, color and flavor. Choice of variety depends somewhat on location, but if selected from the following list you won't go far

A Chance for the Boys

If you are a boy on the farm, get hold of father tonight after he comes in from work. Tell him you want to show what you can do with an acre of pedigreed peaches. You know what the boy's corn clubs have done. An acre of peaches will pay you five times as much as an acre of corn. Besides the money you make, you'll be getting a lot of mighty valuable information that only nature can teach. Take this up with father today.



wrong: Mayflower, Mamie Ross, Hottes Elberta, Chinese Cling, Greensboro, Belle of Georgia, Crawford's Late, Krummel's October, Japan Dream, Champion, Capt. Ede.

The Home Orchard

Just think of having ripe peaches from your own orchard from June to October. Page eleven of the Moncrief Orchard Book shows how to get such a selection—peaches every day all thru the season. There are a hundred appetizing ways to prepare them. No food more wholesome than fruit, and you'll be surprised how it helps out on the grocery bill. Turn to page eleven right now and arrange for your own supply of peaches. Here's a list of a dozen that we recommend for the home orchard. The dates of ripening are for Southern Kansas.

Variety	Time of Ripening	Days before Elberta
Mayflower	June 20th	50 days before Elberta
Japan Dream	July 3rd	37 " " "
Mamie Ross	10th	30 " " "
Carman	13th	27 " " "
Champion	25th	15 " " "
Belle of Georgia	Aug. 1st	9 " " "
Hottes Elberta	10th	
McCoy's Free	18th	8 days after Elberta
Rex (Late Elberta)	30th	20 " " "
Orange Cling	Sept. 1st	21 " " "
Krummel's October	17th	37 " " "
Heath Cling	20th	40 " " "

Insist on Trees of Known Parentage

Know the parentage of your trees before you plant them. When you buy hogs, or cows, or horses, you're mighty particular about their breeding. The better the parentage the more they are worth.

Why not be just as careful in buying fruit trees? You can judge a horse by his appearance and action. But look at a young peach tree—can you tell whether it will bear white or yellow peaches? A good looking tree often bears poor fruit. The secret is locked within. It takes from two to four years to find out. "Know your trees" before you plant them. Insist on stock budded from the most vigorous and productive bearing trees of known variety.



Winfield Nurseries

J. Moncrief, President

Winfield, Kansas

Fourteen Good Reasons

Here are plain spoken, straightforward reasons why Moncrief Trees are the most profitable and satisfactory for planting in your orchard.

The Big Vital Reason. Moncrief Trees are propagated from the most vigorous and productive bearing trees of known variety—trees that have proven “by their fruits” over a period of years, that they are worthy to propagate from. This method saves you several years of waiting, insures bigger crops of better fruit, and eliminates the drone trees.



Moncrief Peach Trees—famous for their wonderful roots.

Whole Root Trees

Select *whole root* French Crab seedlings form the foundation for Moncrief apple trees. Piece roots go to the bush pile. Moncrief trees are whole root trees, not part of the time, but always and without exception.

Hardy Peach Seedlings

Moncrief Peach Trees are budded on seedlings grown from the hardy Tennessee Mountain peach pits. That's why Moncrief Peach Trees prove so hardy in all peach sections.

Healthy Trees

Attached to each shipment is a state certificate of inspection showing Moncrief Trees are free from all injurious insects and diseases. There is no quarantine in any state against Kansas grown trees.

Digging

Trees are dug at the right time—after perfectly matured; dug in the right way—to get all the roots; at all times protected from exposure.

Good Roots

“How do you grow such wonderful roots,” “The roots of your trees are something grand,” “Mighty fine trees—such excellent roots,” “Perfect roots—how do you do it?” “Have bought lots of trees from different nurseries, but never saw such fine roots as you grow.” That's what our customers say. You'll say the same when you see Moncrief Trees. How do we develop such strong sturdy roots? Highly favorable soil and climate—scientific culture.

Packing

“Never received better packed trees—every root moist and fresh.”—*Ohio*. “The way you pack trees can't be beat.”—*Illinois*. “Forty days on trains and ships, over 6500 miles, arrived in perfect condition. We ordered trees from seven places in America and Europe. Your packing superior to all.”—*Japan*.

Moncrief Gives You the Commission That Most Nurseries Pay Their Agents

Why should you pay 25 to 50 per cent in agents' commissions and expenses? Put this saving in your pocket. Moncrief trees are sold direct to you, at growers' prices—no in-between profits to pay.

The saving in cost is not the only advantage in buying direct. Here's what Prof. Waugh of the Massachusetts Agricultural College, says, “The common itinerant fruit tree peddler often represents a doubtful nursery, more commonly no nursery at all, but rather a jobber who disposes of the culs turned over to him by men who have too tender a conscience to sell the stuff themselves.” When you buy from Moncrief you get guaranteed trees fresh from the nursery direct to you.

Our Guarantee

Your order will be accepted and filled with the understanding that the stock must **satisfy you**. That's plain and means just what it says. It makes you the judge.

Your order is guaranteed to reach you safely. We will replace free of charge any shipments lost or damaged in transit.

Adaptability

There are successful orchards of Moncrief Trees from Canada to Florida—from New York to California. Many planters believe locally grown trees are better adapted to local climate. “This theory” says Prof. Waugh, of the Mass. Agri. College, “has no foundation whatever. Experience seems to show that the best trees will make the best growth regardless of where they spent their infancy.”

Trees True to Name

Buds from bearing trees insure stock true to variety. That's why you should buy trees of known parentage.

Shipping Facilities

We are located on three great lines of railroads and within a few miles of two others. This enables us to reach all points by either fast freight or express in the shortest possible time.

Orchard Advice

Our Special Service Department will help solve your orchard problems. How, when, where, what to plant—the methods that will make your trees pay best. This service is free. Write us when you need help.

Trees and Plants by Parcel Post

No matter where you live you can now get Moncrief Trees and Plants, wherever Uncle Sam carries mail. We make a special 2 to 3 ft. grade for Parcel Post Orders—strong, vigorous, well-rooted trees, that will grow and bear just as fine fruit as larger trees. See list for Parcel Post prices.

Japan Dream Peach

The Marvel in Young Bearing and Productiveness

There was brought from Japan some years ago a Peach called Japan Blood Dwarf. Like its own people, it was small of stature; almost dwarfish, but a marvel in accomplishment. Contrary to all tree nature, it never took time to grow up, just skipped its childhood days and sprang to full maturity. It began adding sunshine and rain to the elements of the soil, dividing them into plant food, multiplying them into fruit, and counting out big baskets full of peaches before its tree companions could do their first sums.

We took this promising youngster, and after ten years of breeding up, by constantly budding from the best types, we have produced a peach of firmness, flavor and beauty—a favorite in the home orchard, and one of the most valuable peaches for early market. These good qualities, combined with its wonderful record for young bearing, make this peach, which we have renamed **Japan Dream**, the wonder of all who grow it.

Size. Fruit is a medium size. On account of the great number of fruits set, heavy thinning is necessary for best results.

Color. Attractive red in color, with a meat which is pure white until stained and streaked with its rich red juice; this gradually colors the flesh, until it becomes a deep red clear to the pit when dead ripe.

Flavor. Has a delightful flavor and aroma, which makes it a favorite with the housewife.

Canning. Its rich, red color and delightful flavor make it one of the most desirable peaches for canning. Holds its shape in the can better than most early peaches.

Market. Ripens at a time when good peaches are scarce—40 days before Elberta. Especially valuable for home market. Has no superior among early peaches for shipping.

Hardiness. It is very hardy in wood and bud. An Iowa customer says, "We had the pleasure of eating Japan peaches last summer after the thermometer stood 10 degrees below zero in March."

Early Bearing. Bears fruit younger and in larger quantities than any other known peach. If you order trees three feet or larger, every tree will show well developed fruit buds and unless tree or fruit is injured, will bear the next year after planting.



This baby Japan Dream tree shows 49 well-developed fruit buds. Would bear first year if not transplanted.

The Peach for Every Purpose. In the back yard, the fruit garden, the home orchard, or the orchard planned for profit—no matter how large or how small the space, Japan Dream deserves a place. On account of its sturdy, compact growth, it thrives in the limited space of the back yard. In the home orchard, don't think of leaving out Japan Dream. It bears oftener and fills more baskets than any other peach. It is a peach you can depend on. You will be surprised how many dollars it will add to your early summer income just when you need it most. In planting early peaches for profit, we recommend a succession of varieties, rather than setting a large acreage to one variety. Plant Japan Dream with Mayflower, Mamie Ross and Carman.

Here's the Evidence That Counts---Actual Results Read What Our Customers Say

Can't Write the Story Too Big. "I have five trees of Japan Peach, which I planted four years ago, that began bearing the next year, and have borne every year since. This is the grandest early peach that I have ever known. You cannot write the story too big about its merits. I simply consider it the only early peach of its class; quality superb, ripens perfect and just as fine for canning as any late peach. I consider it one of the hardiest in buds, as I have had crops of this variety when other varieties were killed. Every planter of peach trees will lose if he does not have Japan Peach in his collection. I could not speak too highly of them."—C. B. Keith, Oklahoma.

Over 2 Bushels a Tree Third Year. "Four years ago this spring I planted four Japan Peach, and the second year they yielded three bushels of fine fruit. The third year I got seven bushels. They are loaded with buds now."—Sam Goddard, Oklahoma.

Japan Peach a Wonder. "The five Japan Peach are a wonder. They are fine shape and looked like pot plants all summer. In November when I gave them a dormant spray, I found them literally covered with fruit buds."—Eli Foorman, Indiana.

Baby Trees Full of Blossoms. "The Japan Blood Dwarf received from you a year ago gave the most complete satisfaction. Altho only one year old and about eighteen inches high, they put out a fine crop of blossoms and if it had not been for their being transplanted, would certainly have produced a fine crop of fruit. I consider your trees surpass in quality any others that I can procure elsewhere."—R. W. Knight, Arkansas.

Full of Fruit Buds. "The Japan Peach I got of you last spring, 1914, have done well. They seem to be full of buds and look as tho we will have some peaches this spring, 1915."—W. F. Hilton, Michigan.

Peck of Peaches Second Year. "I got one of your Japan Dream two years ago this spring and it produced a peck of peaches last season." J. Monroe Bolton, Indiana.

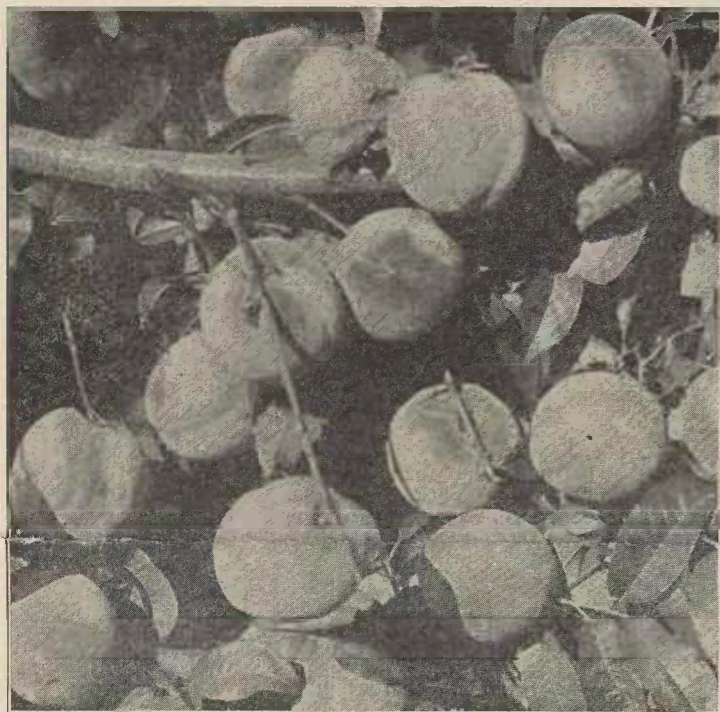
Success in Spite of Drouth. "Two years ago this spring I bought some Japan Peach. For two seasons we have had a very severe drouth and all vegetation suffered in consequence, but the Japan made a magnificent growth."—Eva Carrigan, Kentucky.

Ready to Bear. "I have 20 Japan Dream set last spring full of buds." J. C. Wright, Missouri.

Had to Give It a Close Shave. "I never saw anything in the way of a peach tree that had the fruit buds that the Japan Peach had. Instead of giving it a 'hair-cut' (as the boys expressed the trimming of the small twigs and limbs) we had to almost give it a close 'shave' in order to get it down to its real fruiting capacity."—Elva C. Barrows, Oklahoma.

160 Peaches the Second Year. "Seven or eight Japan Peach planted two years ago, bore this year and they were beauties. Fruit ripe July 4th. Every peach perfect. One tree had 160 peaches. Some of my neighbors saw it and said it beat anything they ever saw. All ate some of the fruit and want some of those trees."—J. R. Smith, Missouri.

Bushel a Tree Third Year. "I have four trees of the Japan Peach. Got one bushel of peaches from each tree bought of the Winfield Nursery. They are excellent; blood red to the pit. They are three years old, but bore some the next year after I got them."—Mrs. Brockman, Oklahoma.



Hottes Elberta loaded down with great gold and crimson fruits. Bears bigger crops than common Elberta and doesn't waste so much time getting started.

Only Results Count Read What Our Customers Say

Remarkable Yield and Quality. "Mr. John Cline has a small peach tree only in its second years growth from which last week he picked a half bushel of the finest peaches we have ever tasted. The tree with several others was purchased from the Winfield Nursery Company of Winfield, Kansas. Considering the age of the tree the yield is considered remarkable."—Mt. Sterling (Ky.) Advocate.

Superior Vigor and Growth. "The Hottes Elberta received from you a year ago have given the most complete satisfaction. Planted in the same orchard and given the same care with trees from other first class nurseries, your trees have shown themselves much superior as to vigor, growth and healthiness."—R. W. Knight, Pettigrew, Ark.

Out-grows Other Trees. "Trees received and I am delighted with them and feel repaid; in this connection allow me to say, I put out one of your Hottes Elberta last spring, this tree is very, very much larger

and has much, a very much more vigorous growth than a common Elberta received from another nursery and put out three years ago. It too was the same size as yours received a year since. It surely is a big difference in favor of pedigreed trees."—W. B. Lenoir, Franklin, N. C.

Vigorous and Hardy. "The entire summer has passed without a rain sufficient to wet the roots of those Hottes Elberta trees you sent me last May. But they have done finely. Saved 94 trees out of the 100. I am wanting some more trees and don't know where I would rather send than you."—Dr. G. N. Gilbert, Pana, Ills.

What \$21.33 Will Do

\$21.33 will plant one acre of Hottes Elberta, 133 trees of the 3 to 4 foot grade (when bought in lots of 300 trees or more). We recommend the 3 to 4 ft. size as the ideal grade for the commercial orchard. Sixteen months after planting the chances are 2 to 1 that you will get your first crop of Hottes Elberta, but we won't count that. Twenty-eight months after planting, you can count on a bushel a tree, if the season is favorable. Hottes Elberta easily brings \$1.50 a bushel. Figure it up. Allowing 10 per cent for loss and waste, we still have \$180.

Many of our customers have doubled this. Where can you invest \$21.33 that will grow to \$180 in 28 months, to say nothing of later profits. If you live on a farm plant from one to ten acres of Hottes Elberta this year. With proper orchard care these acres will make you more money than several times that many acres in farm crops. Reserve your trees now.

Hottes Elberta

The Best Peach to Plant for Quick, Sure Profits

A huge, gold and crimson freestone, discovered by J. Moncrief in the Grand Valley of Colorado, in his personal search for the "Perfect Yellow Peach." Over 10,000 bearing trees were examined in this "Million Dollar" peach district, the greatest in the world, before the quest was rewarded by the finding of Hottes Elberta. After six years of testing it has proved its right to the most important place in every home and commercial orchard where peaches can be grown.

Attractive Color. Rich golden yellow with brilliant crimson blush.

Superior Flavor. Rich and juicy, full of sugar, superb quality. "With Hottes Elberta sliced in the same dish with fancy Elberta from Colorado, my friends were easily able to pick out Hottes Elberta on account of its superior flavor."—T. C. Price, Kansas.

Extra Size. Specimens were brought to our office last summer, measuring almost twelve inches in circumference. Nearly one-half larger than the average common Elberta. See photograph below.

Solid Flesh. Firm and meaty, finer grained than Elberta. Perfect freestone.

Great Shipper. Firmness and long keeping qualities place it at the top as a shipper. Has been kept for six weeks in perfect condition.

Hardier Than Others. The 1914 peach crop was a

failure in Southern Kansas. The Price orchard of Hottes Elberta survived the frost damage and produced a superb lot of peaches. Ten acres of common Elberta and Belle of Georgia less than a mile away failed to produce a bushel.

Best for Canning. Sweeter than Elberta—Requires less sugar. Comes out of the can solid as an Orange. Cling. Doesn't get "mushy."

Ripens with Elberta. Ready for market with the first Elbertas and lasts until after they are gone.

Marvel in Early Bearing. One customer reports: "half bushel sixteen months after planting," another "two bushels a tree third year." Bears quick because bred from young-bearing trees.

Brings Higher Prices. Its huge size, brilliant color, firmness, and fine quality always bring 25 to 50 per cent more than common Elberta.

57 Trees---28 Months After Planting---\$195

That's the record of Hottes Elberta in the Kansas Orchard of T. C. Price. Fifty-seven trees, less than one-half acre, produced one hundred and thirty bushels, an average of two and one-fourth bushels a tree, 28 months after planting. Crop sold at orchard for \$195. You can do as well.

records in the orchards of our customers. Every tree has behind it a high performance record.

A Great Peach Made Greater

The Elberta family for years has stood head and shoulders above all other varieties as the money-maker among peaches. Hottes Elberta is simply a greater Elberta—the old Elberta improved and reborn into a perfect peach—hardier, bigger, finer flavored, firmer fleshed, a better shipper, better in every quality that makes for profit. Plant Hottes Elberta, lengthen its season with Early Elberta and Late Elberta and you have a money-making combination that cannot be equaled.

Every Tree Pedigreed

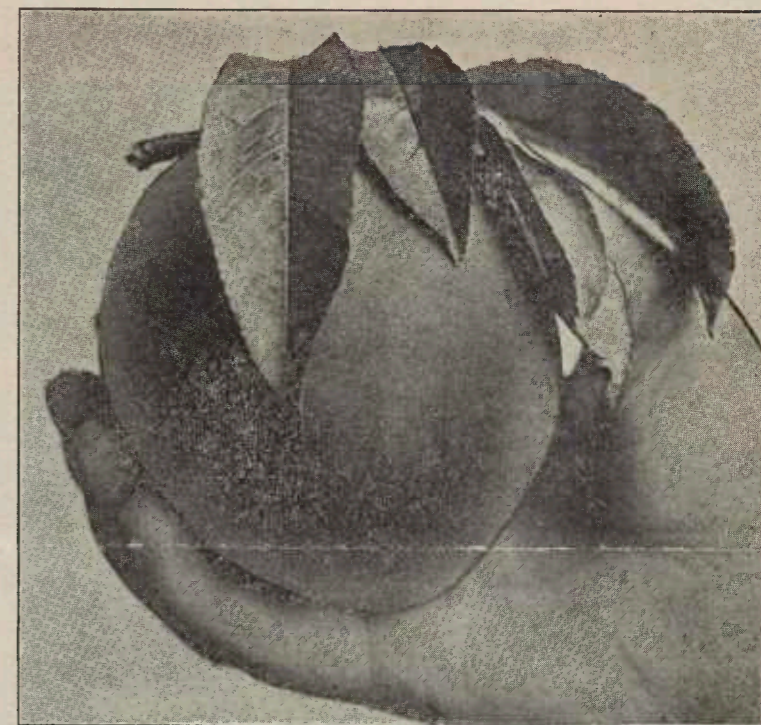
Every tree we offer is propagated from the most vigorous and youngest bearing Hottes Elberta trees. That's the reason they are making such remarkable

Plant Now for BIG Profits

Hottes Elberta from the Price Orchard sold for \$3.00 a bushel in 1914—double the price of common Elberta on the same market. Plant **your** orchard this year, and reap the **first profits** which are always the **biggest**. Reserve your trees **now**, then you'll be sure to get them.

Pays Before Others Bear

Hottes Elberta will pay you its entire cost several times over, **before** common Elberta and most other varieties **start to bear**. It soon returns your investment with big interest.



One Hottes Elberta makes a big handful. A large, firm, yellow freestone; bigger, finer flavored, and a better shipper than Elberta. The peer of profit-makers.

Only Results Count Read What Our Customers Say

Bushel and a Half a Tree Third Year. "Four years ago this spring I planted six Hottes Elberta. The second year after planting my six Elberta yielded four bushels of the finest peaches I ever saw. The third year I got nine bushels off the Hottes. There is no better peach that grows."—Sam Goddard, Wagoner, Okla.

Fruit Buds Promise Two Bushels a Tree. "The Hottes Elberta I have set out two years in April will be loaded with peaches. They have buds enough for two bushels of peaches to the tree. I never saw trees do better or grow faster."—W. H. Meek, Hot Springs, Ark.

Saves Three Years. "I wish to inform you that my Hottes Elberta are growing fine, which I bought of you almost two years ago. They are every bit as large as my neighbor's trees which he planted five years ago."—Harvey C. Ream, R. 1, Annville, Pa.

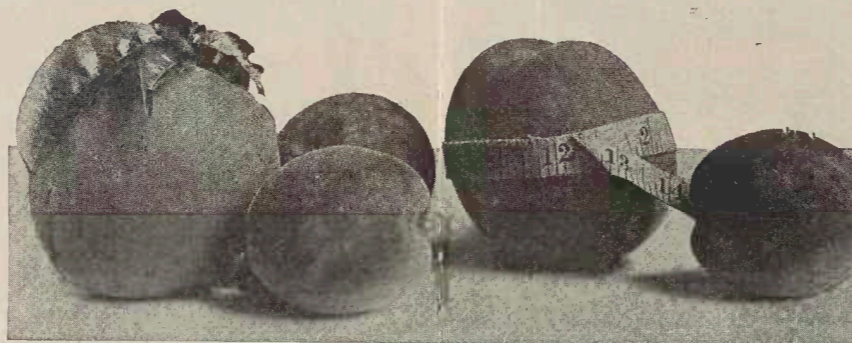
Every Tree Alive and Ready to Bear. "Am pleased with the condition of my 100 Hottes. Think all of them lived. If we have peaches here this year I am going to have some Hottes (planted last winter.)"—E. S. Miller, Bentonville, Ark.

Hottes Elberta Has it on the J. H. Hale. "The Hottes Elberta I planted with the J. H. Hale as I wanted to try out these two together to see which one is the best for me. All were set out last spring and the Hottes has it on Hale in being strong, healthy, thrifty little trees."—J. R. Osborne, Shelby, N. C.

Order Now—Don't Delay

Many orders reached us too late last year, and a number of planters were disappointed. Our supply of Hottes Elberta is limited. Reserve your trees at once, then you'll be sure of getting them. We especially recommend the 3 to 4 foot grade. These are perfect, smooth, well branched, with a vigorous, wide spreading root system larger than most 4 to 5 foot trees. Plump, live buds from top to root, insuring a well balanced head. This is the ideal foundation for your peach orchard.

	Each	10	100	1000
2 to 3 feet,	\$0.20	\$1.70	\$15.00	\$120
3 to 4 feet,25	2.20	19.00	160
4 to 5 feet,30	2.70	24.00	200
5 to 6 feet,35	3.20	28.00	230
50 trees at 100 rates—300 trees at 1000 rates.				



A Comparison. 2 average Size Hottes Elberta and 3 average size common Elberta

What Varieties Shall I Plant

Success in the orchard depends much on right varieties. If you are in doubt, write us. Be sure you are right before you plant.

In the following paragraphs we mention briefly a few of our choicest offerings. You naturally want to select the varieties that will pay best in your orchard. You want the most vigorous, the healthiest, the best rooted trees that can be produced. You want trees of known parentage; trees with a good performance record behind, because that's the best guarantee that they will prove true to name and make good for you. You can select from any one of the following with the assurance that you will get just those qualities. We have a good supply of all the varieties listed here, but orders are coming fast, so reserve your trees now, and avoid disappointment. Late orders often find us sold out of many varieties.

Apples That Pay

Several hundred varieties of apples are listed by American Nurserymen. Most of these varieties are good, but there are a few that for quality, adaptability and general usefulness, stand head and shoulders above their fellows. A dozen of these tried and proven kinds is enough for the home orchard. If you're planting for profit, pick out two or three of the best. No matter what kind of fruit you plant, don't make the mistake of getting too many varieties. Here are some of the best ones:

Summer:

Liveland—The earliest and best of summer apples.
Yellow Transparent—Bears young; succeeds everywhere.
Duchess—Very hardy; a big profit-maker.

Fall:

Wealthy—Bears big crops every year; fine keeper.
Pa. Red Streak—Ripens when good apples are scarce.

Early Winter:

Grimes Golden—A quality apple; bears young; fine keeper.
Jonathan—The old reliable; most profitable of its season.
Colorado Orange—Rich yellow; blooms late; fine keeper.

Winter:

Stayman—The one apple that should be in every orchard.
Rome Beauty—Sure annual bearer; ideal filler; blooms late.
Delicious—Of matchless flavor; brings highest prices.
M. B. Twig—Fine quality; keeps until apples come again.
Ragan—The big, dark red apple that fills the pocketbook.

The Best All-Around Plums

"The Plum," says E. P. Powell, "has a wider range of growth than the apple. It will adjust itself to every variety of soil, and will give huge crops in New England, and on the bleak plains of the west as well. Every state in the Union can grow a good assortment of plums—native, European or Japanese. From the middle of Florida to Northern Minnesota, it is the Plum that offers itself everywhere to make country home-life richer. The Plum is not exacting about soil or even drainage. It will adjust itself to a wasted corner, or grow in a two-foot breach between walls, thrusting out its head to catch a little sunshine."

A list of Plums for the farm home should include Abundance, hardy, productive, fine for market; Burbank, the greatest of the Japan plums, large and handsome; Gold, one of Burbank's most valuable productions, successful everywhere; Red June, showy, attractive and a sure cropper; Satsuma, large, dark red meat, enormously productive; Wild Goose, very early native plum, hardy, bears young and abundantly.

Have You Overlooked Apricots?

This rich, delightful fruit has almost been lost sight of because so many seedlings and worthless varieties have been sold that never bear. Our Apricots are all budded from select bearing trees of the finer varieties, and will thrive and bear wherever peaches do.

Trees withstand drouth and succeed on rocky ground. Ornamental for the yard. Blooms early and ripens just after early cherries. We recommend Blanche, the hardiest and most productive; Moorpark, popular everywhere; Royal for drying and canning; Surprise, of fine quality, and very promising.

Getting Results From Peaches

Turn to the first page for a list of the best varieties. When you plant such varieties as Mayflower, **Japan Dream**, Mamie Ross, Carman, Champion, Belle of Georgia, Early Elberta, **Hottes Elberta**, McCoys Free, Capt. Ede, Late Elberta, Chinese Cling, Orange Cling and Krummel, you'll get results that won't disappoint you. With the right selection you can have fresh peaches on your table from June to October.

Cherries For Profit

If you are looking for an insurance policy where the premiums are low, and annual dividends enormous—a policy that's better for a live man than a dead one, plant one to ten acres of Cherry.

Farmers and Fruit-growers are just waking up to the big money-making possibilities in cherry growing. Easy to grow, requires very little expense and care, comes into bearing the third or fourth year, yield every season, and are more immune from insects and disease than any other fruit. Always a paying market, as the demand is never half supplied.

Montmorency and Early Richmond are the varieties to plant for quick and sure profits; other varieties for special localities, but these two are the most dependable. Never was a better time to plant Cherry than this year.

Plant Russian Mulberry For Wind-Breaks and Hedges

The great value of this tree has long been recognized as wind-breaks for orchards and feed lots. The Mulberry is a rapid grower and succeeds in spite of drouths and most adverse conditions. This makes it especially valuable for the middle west.

Orchards. Every orchard in the middle west should have three rows of Russian Mulberry planted on the south and west of the orchard for protection. Then they will save the Cherry crop, as the birds prefer the Mulberries.

Feed Lots and Stock Protection. Plant in rows six to eight feet apart for winter protection in feed lots. Plant at least one acre in every pasture. Being clear of thorns, cattle not only seek its shade, but pounds of meat and gallons of milk are saved by using its dense growth to clear the cattle of flies.

Ornamental Hedge. Plant it eight inches to a foot apart, cut back to one foot from the ground and kept sheared, it makes one of the most beautiful ornamental hedges. It is very hardy and grows in almost any soil.

Timber. In time valuable timber can be cut from your groves which have made themselves so useful for many other purposes. A small grove will supply the farm with posts and poles.

Low Prices. To help you get acquainted with the many useful purposes of this valuable tree, we are offering a fine lot of seedlings this year at wholesale prices. Look up the price list—see how little they cost.

Moncrief's \$5 Prize Collection

100 Trees, Vines, Berry Plants and Roses

Seeing is Believing. Claims prove nothing. Only results count. Don't buy Moncrief Trees because of somebody's claims. Actual performance is what counts—the record Moncrief Trees make in our customers' orchards. But the best proof is what they will do in **your** orchard. That's why we make this special offer.

This Prize Collection is offered to you at less than one-half its value that you may see for yourself the superior quality of Moncrief Trees. We want to prove in **your orchard** that trees grown the Moncrief way bear younger—yield more regular crops—that they produced larger, better colored, finer flavored fruit—how the drones are discarded before wasting years of your time. Remember these are fine, big sturdy trees—trees of quality in every way.

Selected by J. Moncrief. Varieties in this collection have been personally selected by J. Moncrief. In case any of these should not be adapted to your locality, he reserves the right to send varieties that will prove successful with you. This is a demonstration offer and he wants you to have the best for your section.

Guaranteed to Please You. These trees will be sent to you strictly on their own merit. If you're not satisfied when the trees arrive, your money will be promptly refunded.

Some of the Good Things. Read over the following list. It's just a part of the good things this offer brings you. Japan Dream, the marvel in young bearing, Hottes Elberta, the great money maker. Early Elberta, to lengthen out the Elberta season; Mayflower, earliest of all peaches.

Delicious, of matchless flavor; West Jonathan, Moncrief's best strain; Ragan, that fills the pocketbook; Winfield Stayman, the King of Apples; Bismark, the mammoth dwarf.

Gold, Burbank's beautiful plum; Blanche, the bardy Russian Apricot; Montmorency, the most dependable Cherry; Keiffer, the most widely planted Pear.

Worden, the best Grape; Niagara the white Concord; Mercerau Blackberry, one of the surest money makers; St. Regis, the great ever-bearing Raspberry; Houghton, the most profitable of Gooseberries.

Maliner Kren, the mammoth Horse Radish; Linneaus Rhubarb, the best for profit.

Speciosa Catalpa, the great post and timber tree; Russian Mulberry, for windbreaks and hedges.

Excelsa, the ever-blooming Crimson Rambler; Dorothy Perkins, the most popular climbing Rose.

Here is What We Send You For \$5.00

	Value
10 Peach Trees, 4 to 5 ft.	\$2.30
One each of Japan Dream, Hottes Elberta, Champion, Belle of Georgia, Mayflower, Mamie Ross, Early Elberta, Blood Cling, Capt. Ede, Crawford's Late.	
5 Apple Trees, 1 yr., 3 to 5 ft.	1.25
One each of Delicious, Ragan, West Jonathan, Winfield Stayman, Rome Beauty.	
5 Apple Trees, 2 yr., 5 to 6 ft.	1.55
One each of Rome Beauty, M. B. Twig, Lowry, Ragan, Winfield Stayman.	
2 Dwarf Apple70
Bismark, Cooper's E. White.	
2 Plum, 3 to 4 ft.50
Gold, Satsuma.	
1 Blanche Apricot, 3 to 4 ft.40
1 Montmorency Cherry, 2 yr. 5-6 ft.40
2 Keiffer Pear, 1 yr., 3 to 5 ft.48
10 Grape, 5 Worden, 5 Niagara	1.80
10 Mercerau Blackberry50
10 St. Regis Raspberry	1.00
5 Houghton Gooseberry75
5 Horse Radish (Maliner Kren)15
5 Rhubarb (Mammoth Linneaus)50
15 Speciosa Catalpa, 1 to 2 ft.25
10 Russian Mulberry, 1 to 2 ft.20
2 Climbing Roses,65
Excelsa, Dorothy Perkins.	
100	\$13.18

Moncrief Trees are Making Good From Maine to California

"The trees that I bought from you last year, about 2500, have done remarkably well and I am more than satisfied. One of my neighbors, for whom I ordered about 500 trees, claims not to have lost a tree. The other three parties that ordered with me are much pleased and report that they practically got a perfect stand. The two year old Hottes that I bought have made exceptional growth and are beautiful trees. One of the one year old Stayman that I bought had an apple on it this year. This was an early bearing strain, all right.

"I keep a record of each of my trees and I find that some do much better than others. I have a folding tag attached by a wire to each tree and mark the production and any other notes that I deem necessary. This makes me believe firmly in the pedigreed trees and this is why you have my patronage. When one tree bears ten boxes and the next one has four, under identically the same condition, and they keep this ratio up I want to cut my grafts from the ten box tree. I want ten box trees and not four box trees. This is the very reason that I recommend to all enquirers to buy your pedigreed trees."—A. G. Woodford, grower of Fruit and Vegetables, Santa Fe, New Mexico.

I have trees from other nurseries, but none as good as Winfield Trees.—C. H. Wilson, Ariz.

Your trees are all that can be asked. I never saw nicer, cleaner, better rooted stock.—C. F. Evans, Ark.

The trees were in the finest condition and I never saw any healthier stock than they are.—W. F. Luzzader, Calif.

I have ten acres of your trees set out two years ago, and I feel proud of them. They are the best of any two year old trees I have seen.—R. Culord, Colo.

The 200 Delicious were received in good order. They are fine trees, healthy and thrifty.—J. A. Truesdell, D. C.

The trees arrived. I must say I am more than pleased with them. They are beauties.—A. G. Haughey, Ga.

All trees were fine. The root system was the best I have seen in a long time.—Jno. P. Mortland, Ills.

Those Japan Blood Dwarf grew so well that we are going to order more. We have decided to give you orders for all our stock in the future.—J. L. Stephens, Md.

I got 25 Winfield Raspberry from your firm two years ago and they are the best I ever saw.—Geo. H. Smith, Mass.

The trees you sent me last year were the most satisfactory of any trees I ever bought.—Dr. W. P. Morgan, Mich.

The Delicious you sent me were the finest and best I ever saw.—W. T. Hearn, Mo.

I know where many of your buds come from and I know them to be "Simon Pure."—S. L. Carson, Nebr.

All of the 258 apple that I bought of you last year lived and made a nice growth.—A. L. Richie, N. J.

The trees were in good shape and the largest I ever saw at old year old.—W. B. Bowling, Va.

Know Your Trees

Find Out the Performance Record Back of Your Trees Before You Plant Them

If a cow defaults on milk she goes to the butcher without ceremony.

If a hen fails to lay she goes to the pot.

If a rose fails to flower the florist discards it.

Seed corn that won't produce 10 bushels to the

acre never gets a chance to fail a second time.

It's the same with tree, bush, or vine. The shirker that fails to perform its duty has no right to cumber good ground—is fit only for the woodman's ax.

Nothing Counts But Results

In other words, Efficiency, Competence, Ability to Produce—these are the standards by which we must judge the value of man, animal, or plant.

Apply this test to the orchard. How many of your trees—your neighbor's trees—are paying?

A large percentage of bearing trees in the average bearing orchards are loafers, incompetents—worse than valueless. Receiving the same attention, occupying equally valuable soil, pruned, fed, and sprayed just as carefully as the good producers—these do-nothing drones come thru with only a meager hatful of fruit. This statement is not guess work—It's just plain facts proven by government experts in hundreds of orchards.

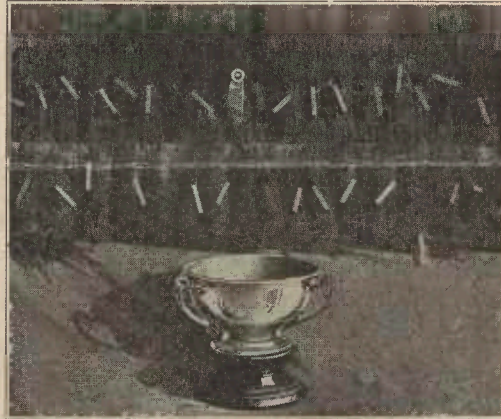
Avoid the Loafer

The honey-bee won't stand for the drone. Why should you or any orchardist do it? You needn't! You shouldn't! You don't have to. You can avoid the loafer—Not several years after planting; but before you set a single tree. There is a way to make every tree a worker—a paying producer.

Nature Points the Way

It is nature's fixed law that "like produces like."—"Blood will tell." Everything reproduces after its kind.

The \$1000 producer of milk and cream came from a family of champion milkers.



"BLUE RIBBON" SCIONS—The parentage of the bud or scion largely determines the future success of the trees. Here is a bunch of Moncrief's "Blue Ribbon" scions cut from the Prize-Winning trees and the Silver Loving Cup won by the orchard from which these scions were cut.

The 200-egg per annum hen was bred from the best layers.

The marvel corn crops are grown from the largest, best filled and finest ears, from the highest yielding rows.

The beautiful creations of the florist are budded from the choicest blooming plants. He wouldn't think of using cuttings from roses that had never flowered.

To Raise Thorobreds Start With Thorobreds

Fruit trees are no exception to this universal law. If you want early regular bearers—big producers, of the finest fruit—start with those qualities.

Then from what kind of a tree should you get the buds or scions, which are to become the working, bearing parts of the new trees?

You know there can be but one answer to that question and that answer is: From a strong mature tree that has not only proved "by its fruits" that it is true to name, but has thoroughly demonstrated by records extending over several years, that its ability to produce high-class fruit in large quantities is a fixed permanent habit.

In other words the buds used for propagating **your** trees should be cut from trees that have a good **performance record**, instead of from trees that have never borne fruit or shown individual merit. And if you want to set just such trees—trees budded from the best producers—then you should plant

Moncrief Pedigreed Trees Bred From the Best Producers

Moncrief Pedigreed trees are grown from mother trees of known performance—trees that have demonstrated their superiority above their average orchard companions—trees that have borne good fruit—lots of it—regularly—and didn't waste too much time getting started.

Moncrief begins with the parent—sees first that the parent is right in order to be sure that the young trees will be right. You know they are reliable because you know their ancestry. These are the trees with a clear-cut convincing record of ability in fruit production back of them.

More Profit in Less Time

Orchards of Moncrief Trees—Pedigreed Trees—that were planted five or six years ago are now coming into bearing. Instead of 20, 30 or 50 per cent of loafers, we find 97 to 99 per cent workers. And the fruit is larger, better sized, more uniform, finer fleshed, handsomer, more richly colored, wins more first prizes, is quicker sold for higher prices.

Here are orchards commercially successful, two to four years ahead of the average. John Alter's forty acres, nine year old Pedigreed Winesap and Gano, paid him more than

three times as much profit in those nine years as an adjoining forty of the same varieties not pedigreed, paid him in thirteen years. Same varieties, same soil, same cultivation, same care—four years disadvantage yet paid \$3 to \$1.

Demand Trees of Good Parentage

You probably expect to plant more trees right now. Weigh these facts most carefully. Know positively and definitely just what you are doing when you start a new orchard. For the sake of future profit, "play safe" now. Plant stock that comes from a parentage that has made good in a fruit-producing way—the best assurance that it will make good for you.

Order Direct—Save 30 to 50 Per Cent

You can buy Moncrief Pedigreed Trees for less than you pay agents for ordinary trees. Compare our prices with agents' prices and find out the substantial saving you can make. This is possible because Moncrief Trees are sold direct from grower to planter—no in-between profits for you to pay.

Winfield Nurseries

J. Moncrief, President

Winfield, Kansas